

CONTRACT



WOWT
3501 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

<u>Contract / Revision</u> 2547799 /		<u>Alt Order #</u> WOC13596487
<u>Advertiser</u> Conservative Nebraska		<u>Original Date / Revision</u> 05/05/22 / 05/06/22
<u>Contract Dates</u> 05/02/22 - 05/15/22	<u>Estimate #</u> 3763	
<u>Product</u> 2022 Primary Election		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 55+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 373.80
<u>Agcy Code</u> 9916670	<u>Advertiser Code</u> 355	<u>Product 1/2</u> 459
<u>Agency Ref</u> 163897	<u>Advertiser Ref</u> 604114	

And:

Armada Strategies
2637 East Atlantic Boulevard Suite 43878
Pompano Beach, FL 33662

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WOWT	05/02/22	05/10/22	Morning News Show	6:00 AM-7:00 AM		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	----1--				1	\$800.00	5.00			
	Week:	05/09/22	05/15/22	11-----				2	\$800.00	5.00			
N 2	WOWT	05/02/22	05/10/22	Today Show	7:00 AM-9:00 AM		:30				NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	----1--				1	\$850.00	6.20			
	Week:	05/09/22	05/15/22	11-----				2	\$850.00	6.20			
N 3	WOWT	05/02/22	05/07/22	Weekend News Sa	7:00 AM-8:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	-----1-				1	\$600.00	4.60			
N 4	WOWT	05/02/22	05/07/22	Sa Today	8:00 AM-9:30 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	-----1-				1	\$600.00	4.60			
N 5	WOWT	05/02/22	05/08/22	Weekend News Su	7:00 AM-8:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	-----1				1	\$350.00	4.50			
N 6	WOWT	05/02/22	05/08/22	Su Today	8:00 AM-9:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	-----1				1	\$600.00	4.50			
N 7	WOWT	05/02/22	05/08/22	Meet The Press	9:00 AM-10:00 AM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	-----1				1	\$550.00	3.70			
N 8	WOWT	05/02/22	05/10/22	Today Show II	9:00 AM-10:00 AM		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	----1--				1	\$350.00	4.80			
	Week:	05/09/22	05/15/22	11-----				2	\$350.00	4.80			
N 9	WOWT	05/02/22	05/10/22	Today w/ Hoda & Jenna	10:00 AM-11:00 AM		:30				NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	----1--				1	\$240.00	3.70			
	Week:	05/09/22	05/15/22	11-----				2	\$240.00	3.70			
N 10	WOWT	05/02/22	05/10/22	Midday News	11:00 AM-12:00 PM		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/02/22	05/08/22	----1--				1	\$350.00	7.60			

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<u>Advertiser</u> Conservative Nebraska		<u>Original Date / Revision</u> 05/05/22 / 05/06/22
<u>Contract Dates</u> 05/02/22 - 05/15/22	<u>Product</u> 2022 Primary Election	<u>Estimate #</u> 3763

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		05/09/22	05/15/22	11-----				2	\$350.00	7.60					
N 11	WOWT	05/02/22	05/09/22	Days of Our Lives	12:00 PM-1:00 PM		:30				NM	2	\$540.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		05/02/22	05/08/22	----1--				1	\$270.00	3.30					
Week:		05/09/22	05/15/22	1-----				1	\$270.00	3.30					
N 12	WOWT	05/02/22	05/09/22	M-F 2-230p	2:00 PM-2:30 PM		:30				NM	2	\$440.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		05/02/22	05/08/22	----1--				1	\$220.00	2.80					
Week:		05/09/22	05/15/22	1-----				1	\$220.00	2.80					
N 13	WOWT	05/02/22	05/09/22	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	2	\$520.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		05/02/22	05/08/22	----1--				1	\$260.00	3.20					
Week:		05/09/22	05/15/22	1-----				1	\$260.00	3.20					
N 14	WOWT	05/02/22	05/09/22	M-F News @ 4p	3:57 PM-5:00 PM		:30				NM	2	\$1,300.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		05/02/22	05/08/22	----1--				1	\$650.00	8.00					
Week:		05/09/22	05/15/22	1-----				1	\$650.00	8.00					
N 15	WOWT	05/02/22	05/09/22	News @ 5p M-F	5:00 PM-5:30 PM		:30				NM	2	\$1,800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		05/02/22	05/08/22	----1--				1	\$900.00	12.10					
Week:		05/09/22	05/15/22	1-----				1	\$900.00	12.10					
N 16	WOWT	05/02/22	05/09/22	NBC Nightly News	5:30 PM-6:00 PM		:30				NM	7	\$6,250.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		05/02/22	05/08/22	----1--				1	\$1,400.00	12.60					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WOWT	05/02/22-05/08/22	NBC Nightly News	5:30 PM-6:00 PM	-----F----	:30	\$1,400.00	12.60	NM				
		See MG 16.3, 16.4, 16.5, 16.6, 16.7, 16.8, 16.9													
Week:		05/09/22	05/15/22	1-----				1	\$1,400.00	12.60					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		2	WOWT	05/09/22-05/15/22	NBC Nightly News	5:30 PM-6:00 PM	M-----	:30	\$1,400.00	12.60	NM				
		See MG 16.3, 16.4, 16.5, 16.6, 16.7, 16.8, 16.9													
		3	WOWT	05/07/22-05/07/22	Kentucky Derby	1:30 PM-3:00 PM	-----Sa--	:30	\$800.00	12.60	NM				
		Ⓜ MG for 22.1, 16.1, 18.1, 24.1, 19.1, 16.2													
		4	WOWT	05/07/22-05/07/22	Kentucky Derby	1:30 PM-3:00 PM	-----Sa--	:30	\$800.00	12.60	NM				
		Ⓜ MG for 22.1, 16.1, 18.1, 24.1, 19.1, 16.2													
		5	WOWT	05/07/22-05/07/22	Kentucky Derby	3:00 PM-4:00 PM	-----Sa--	:30	\$1,200.00	12.60	NM				
		Ⓜ MG for 22.1, 16.1, 18.1, 24.1, 19.1, 16.2													
		6	WOWT	05/02/22-05/08/22	News @ 10p Sa	10p-1035p	-----Sa--	:30	\$1,000.00	16.50	NM				
		Ⓜ MG for 22.1, 16.1, 18.1, 24.1, 19.1, 16.2													
		7	WOWT	05/02/22-05/08/22	News @ 10p Su	10p-11p	-----Su	:30	\$800.00	11.80	NM				
		Ⓜ MG for 22.1, 16.1, 18.1, 24.1, 19.1, 16.2													
		8	WOWT	05/09/22-05/09/22	News @ 10p M-F	10p-1035p	M-----	:30	\$1,050.00	15.90	NM				
		Ⓜ MG for 22.1, 16.1, 18.1, 24.1, 19.1, 16.2													
		9	WOWT	05/08/22-05/08/22	Football	Various	-----Su	:30	\$600.00	11.50	NM				
		Ⓜ MG for 22.1, 16.1, 18.1, 24.1, 19.1, 16.2													
N 17	WOWT	05/02/22	05/09/22	News @ 630p M-F	6:30 PM-7:00 PM		:30				NM	2	\$1,800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		05/02/22	05/08/22	----1--				1	\$900.00	9.00					
Week:		05/09/22	05/15/22	1-----				1	\$900.00	9.00					
N 18	WOWT	05/02/22	05/07/22	News @ 5p Sa	5:00 PM-5:30 PM		:30				NM	0	\$0.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		05/02/22	05/08/22	-----1-				1	\$900.00	15.90					

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WOWT	05/02/22-05/08/22	News @ 5p Sa	5:00 PM-5:30 PM	-----Sa--	:30	\$900.00	15.90	NM		
		See MG 16.3, 16.4, 16.5, 16.6, 16.7, 16.8, 16.9											
N 19	WOWT	05/02/22	05/07/22	NBC Nightly News Sa	5:30 PM-6:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1-				1	\$1,000.00	16.50			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WOWT	05/02/22-05/08/22	NBC Nightly News Sa	5:30 PM-6:00 PM	-----Sa--	:30	\$1,000.00	16.50	NM		
		See MG 16.3, 16.4, 16.5, 16.6, 16.7, 16.8, 16.9											
N 20	WOWT	05/02/22	05/07/22	News @ 630p Sa	6:30 PM-7:00 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1-				1	\$700.00	9.30			
N 21	WOWT	05/02/22	05/08/22	News @ 5p Su	5:00 PM-5:30 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1				1	\$800.00	11.30			
N 22	WOWT	05/02/22	05/08/22	NBC Nightly News Su	5:30 PM-6:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1				1	\$1,000.00	11.80			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WOWT	05/02/22-05/08/22	NBC Nightly News Su	5:30 PM-6:00 PM	-----Su	:30	\$1,000.00	11.80	NM		
		See MG 16.3, 16.4, 16.5, 16.6, 16.7, 16.8, 16.9											
N 23	WOWT	05/02/22	05/09/22	Weekday Jeopardy	5:57 PM-6:30 PM		:30				NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$950.00	12.40			
Week:		05/09/22	05/15/22	1-----				1	\$950.00	12.40			
N 24	WOWT	05/02/22	05/07/22	Sa Jeopardy	6:00 PM-6:30 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1-				1	\$550.00	11.50			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WOWT	05/02/22-05/08/22	Sa Jeopardy	6:00 PM-6:30 PM	-----Sa--	:30	\$550.00	11.50	NM		
		See MG 16.3, 16.4, 16.5, 16.6, 16.7, 16.8, 16.9											
N 25	WOWT	05/02/22	05/09/22	News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$1,050.00	11.60			
Week:		05/09/22	05/15/22	1-----				1	\$1,050.00	11.60			
N 26	WOWT	05/02/22	05/07/22	News @ 10p Sa	10:00 PM-10:30 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1-				1	\$1,000.00	10.90			
N 27	WOWT	05/02/22	05/08/22	News @ 10p Su	10:00 PM-11:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1				1	\$800.00	8.20			
N 28	WOWT	05/02/22	05/09/22	The Tonight Show	10:35 PM-11:35 PM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$450.00	6.00			
Week:		05/09/22	05/15/22	1-----				1	\$450.00	6.00			
N 29	WOWT	05/09/22	05/09/22	Daybreak @ 430a	430a-5a		:30				NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	M-----				1	\$110.00	0.00			
N 30	WOWT	05/09/22	05/09/22	Morning News Show	5a-6a		:30				NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	M-----				1	\$280.00	0.00			

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N 31	WOWT	05/09/22	05/09/22	M-F 230-3p	230-3p		:30				NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	M-----				1	\$240.00	0.00			
N 32	WOWT	05/09/22	05/09/22	Late Night w/ Seth Meyers	1136p-1237a		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	M-----				1	\$220.00	0.00			
Totals										373.80		53	\$32,170.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/25/22 - 05/10/22	53	\$32,170.00	(\$4,825.50)	\$27,344.50
Totals	53	\$32,170.00	(\$4,825.50)	\$27,344.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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